

## Program Data Sheet

Name of Event: Lincoln Penny Swim		
Date: February 12, 2005	Day of Week: Saturday	Time: 1pm – 2pm
Location: CAC Indoor Pool	Information Phone #:788-3301	Price:\$1 per person
Program Coordinator: Mike Carlomany		
Phone #: 788-3301	Fax #: 788-3786	E-mail Address: mwrpool@Monroe.army.mil
Purpose of the Event:  To host a low cost, fun event for children in our community. To increase visibility and awareness of our aquatics facility and programs offered.		

### Key POCs

Name	Requirements	Phone #	Fax #	e-mail	Actions
Casemate\ ezine \ Marquee \ web page \ in-house flyers	Publicity				
Aquatics Staff	Equipment	3301	3345	<a href="mailto:mwrpool@monroe.army.mil">mwrpool@monroe.army.mil</a>	Lifeguards, bullhorn, signs to mark areas by age
Aquatics	Supplies	3301	3345		Gold Pennies with marking, Small prizes for everyone, 10 prizes for Dollar winners, \$50 in change(40 in pennies, 10 in Gold Dollars, zip lock bags, Underwater Camera, wristbands, colored swim caps.
	Decorations				
	Food & Beverages				
	Procurement				
In house	Set-up / Clean-up				
	Other				

## After Action Report

Financial Analysis		
Sales:	70	Notes: The additional revenue spun off this event, to include people registering for swim lessons, summer pavilion rentals, pool parties monthly passes, punch cards and annual passes.
COGS:		
Other Revenues:	585.95	
Labor:	63.00	
		Other expenses were supplies, film developing and prizes
Other Expenses:	100.28	
NIBD:	492.67	

Program Analysis	
Attendance:	70 children
<p>Elements to Change:</p> <p>Advertising:</p> <ul style="list-style-type: none"> <li>➤ Make sure age limits are clearly marked on all signage and any ads</li> <li>➤ List recommended items to bring, e.g. goggles, plastic bag or bucket to put pennies in</li> <li>➤ Inform customers that two grand prizes for gold pennies, 10 prizes for gold dollars and small giveaways for everyone will be awarded.</li> </ul> <p>Other:</p> <ul style="list-style-type: none"> <li>➤ Post signs on the wall to separate children by ages in the appropriate areas of the pool</li> <li>➤ Use wristbands instead of paper tickets</li> <li>➤ Educate customers as to the appearance of and any markings on the winning pennies</li> <li>➤ Stream line ticket and other sales; have a staff member behind a 6 foot table selling tickets the day of the event Have swim lesson applications, rental forms available and sell summer pool passes at the early bird rate during this event.</li> <li>➤ Have a designated photographer</li> </ul>	
<p>Elements to add:</p> <p>Other activities may want to set up a table in the lobby to showcase their programs.</p>	
<p>Other Comments:</p> <p>An overall success. Everyone had a great time , parents as well as the children. We had approximately 300 people attend this event. (children, parents and friends). A must do for years to come.</p>	